

**Amendments to the Specification:**

**Replace the paragraph beginning on page 3, line 18, with the following amended paragraph:**

-- The Figure [[1]] shows a schematic diagram of an inventive device for implementing the inventive process for printing on a substrate. --

**Replace the paragraph beginning on page 3, line 20, with the following amended paragraph:**

-- The present invention is described in greater detail below with reference to the Figure<sub>1</sub> [[1]]. --

**Replace the paragraph beginning on page 3, line 21, with the following amended paragraph:**

-- The Figure [[1]] shows in schematic form a system diagram of an inventive device 10 for printing a substrate, where, in the exemplary embodiment of the Figure<sub>1</sub> [[1,]] the device comprises a printing couple 10 for printing a static or unchanging image on a substrate 11. Although only one of these printing couples 10 is shown in Figure 1, it is obvious that several of these units 10 can be set up in a row. To produce the static or unchanging image on the substrate 11, one process color is applied in each of the printing couples 10 used to produce the static or unchanging image. In the case of an autotypic combination printing process, this means that, as a rule, four printing couples will be set up in a row to produce or to print the static or unchanging image, where each of these four printing couples prints one of the four process colors, i.e., either black, cyan, magenta, or yellow. --

**Replace the paragraph beginning on page 4, line 8, with the following amended paragraph:**

-- The inventive device according to the Figure [[1]] comprises not only the printing couple 10 for printing the static or unchanging image but also two printing devices 12, 13, installed downstream from the printing couple 10. These printing devices are used to individualize the dynamic or unchanging image printed in the printing couple 10 by adding a dynamic or changing image to it. Thus it can be derived from Figure 1 that the substrate 11 to be printed moves in the direction of the arrow 14 first through the printing couple 10 for printing and then through the printing devices 12 and 13. --

**Replace the paragraph beginning on page 4, line 15, with the following amended paragraph:**

-- After the substrate has left the printing couple 10, it carries the static or unchanging image. The static image is then individualized by the addition of dynamic or changing images in the printing devices 12 and 13. It can be derived from the Figure [[1]] that each of the printing devices 12 and 13 individualizes the static image by adding a dynamic or changing image to different sections or areas. Although two printing devices 12 and 13 for individualizing the static image by adding dynamic images are shown in the Figure, [[1,]] it is obvious that only one such printing device or more than two such printing devices could be installed inline with the printing couple or with each printing couple used to produce the static image. --

**Replace the paragraph beginning on page 4, line 23, with the following amended paragraph:**

-- The printing couple 10 or each printing couple for printing the static or unchanging image is preferably designed as an offset printing couple or as a gravure printing couple or as a flexographic printing couple. The printing couple

10 shown in the Figure [[1]] is a digital offset printing couple, like the ones sold by the applicant under the product name DICOweb. The printing devices 12 and 13 for printing the dynamic or changing image are preferably ink-jet printing devices. In place of such ink-jet printing devices, it would also be possible to use dynamic printing devices which are based on the principle of electrophotography, magnetography, electrocoagulation, or ionography. --

**Replace the paragraph beginning on page 5, line 8, with the following amended paragraph:**

-- In the exemplary embodiment according to the Figure, [[1,]] as previously mentioned, a static or unchanging image is applied to the substrate 11 in the printing couple 10, where the functionality "color" is printed to obtain the static or unchanging image. In the two printing devices 12 and 13 installed downline from the printing couple 10, the static image is individualized by the addition of one or more dynamic or changing images, which represent a functionality different from the functionality "color". For example, the printing devices 12 and 13 can print, as their functionality, individual text data and/or individual image data and/or individual logistics data and/or fragrances and/or varnishes and/or electrical conductors and/or semiconductor circuits.--

**Replace the paragraph beginning on page 7, line 13, with the following amended paragraph:**

-- As can be seen in the Figure, [[1,]] a common open-loop or closed-loop control unit 15 is assigned to the printing couple 10 and to the printing devices 12 and 13 integrated inline with the printing couple 10. The common open-loop or closed-loop control unit 15 thus serves to control all of the integrated inline printing couples 10 and printing devices 12 and 13. As a result, it is possible to establish an integrated data or information stream. In the exemplary embodiment of Figure 1, this means that, first, data 16 for the static or unchanging image to be printed in the printing couple 10 and data 17 for the dynamic or changing images to be

printed in the printing devices 12 and 13 are sent to a printing setup system 18, which then transmits the final printing setup data to the open-loop or closed-loop control unit 15. All of the data required to produce the individualized printed articles are accordingly brought together in a single workflow. This opens up completely new possibilities for the production of printed articles. The data 17 comprise preferably individual text and/or image data 19 and individual logistics data 20. --